VELA INNOVATION HUB

IDENTITY KIT

FOR PARTNERS / V5

2026 / EN

About Vellahub

The lead brand across our innovation and technology ecosystem.

Vellahub creates, builds and promotes solutions, projects, events and independent ventures. Keep its institutional identity prominent in parent-brand communications.

Signature: Vellahub Innovation Hub

Institutional logo files

Use the provided files; never typeset or redraw the logo.



WHITE LOGO / DARK BACKGROUND



COLOR LOGO / LIGHT BACKGROUND

Our five solutions

Distinct brands, one ecosystem dedicated to VellaHub

VellaEdu
Corporate Education & Training

VellaAssets
Real-World Assets Advisory

VellaFlow
Project Management & PMO

VellaNG
Open & Closed Innovation

VellaTech
AI, Web3 & Blockchain Software Studio

Standalone brand symbols

For icons, menus, cards and compact applications.











Colors & type

Deep Navy
#07142E

Vella Blue
#354779

Electric Blue
#0082C6

Vella Cyan
#00AFEF

Off White
#F6F8FC

White
#FFFFFF

- **Sora**
  Headlines and display
- **Fira Sans**
  Body and UI
- **JetBrains Mono**
  Metadata and compact labels

Correct application

01

DO

Use source files, respect proportions, contrast and clear space. Use standalone symbols in tight layouts.

02

DO NOT

Retype the wordmark; change colors; distort; add glows/shadows; swap solution marks.

Suggested size: horizontal logo ≥ 130px; symbol ≥ 24–32px.

Institutional endorsement

RWAfi Brazil is its own business brand, created and promoted by Vellahub.

RWAfi Brazil

Promoted by Vellahub Innovation Hub

Never merge the two symbols or replace the RWAfi brand with the Vellahub brand.

Vendor handoff

V5 bundle - guidelines for authorized external use.

- **Assets**
  Parent logo files and all five solution marks in PNG and SVG.

- **Languages**
  This kit includes localized text lockups and universal symbol-only marks.

- **Protection & rights**
  Solution names approved for internal use; separate trademarks not yet confirmed registered.

vellahub.com